



DIGITAL MARKETING STRATEGY ANALYSIS IN MSME'S: CASE STUDY OF EL SHOP IN TANJUNG PRIOK

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ARTICLE HISTORY

Received:

Jan 12, 2025

Revised

Jan 15, 2025

Accepted:

Jan 17, 2025

Online available:

Feb 10, 2025

**Keywords (Palatino
Linotype 9):**

Digital Marketing,
MSMEs,
Customer
Engagement,
Content Marketing,
Competitive
Advantage,

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ABSTRACT

This study analyzes the digital marketing strategies employed by Kedai El, a coffee shop located in Tanjung Priok, North Jakarta, to enhance its business performance. The introduction highlights the importance of digital marketing for micro, small, and medium enterprises (MSMEs) in the contemporary business landscape, particularly in the food and beverage industry. The research employs a qualitative descriptive methodology, conducted through interviews, observations, and document analysis, focusing on both customers and employees of Kedai El to understand their experiences and perspectives regarding the shop's marketing efforts. The results indicate that Kedai El effectively utilizes engaging content and strategic branding to not only attract customers but also foster strong relationships with them. However, the study also identifies several challenges, including intense competition and the need for continuous innovation in their digital marketing approach. In conclusion, Kedai El possesses substantial potential to become a prominent entity in Jakarta's coffee culture by refining its digital marketing strategies and maintaining a strong focus on customer engagement, thus positioning itself as a favorite among coffee enthusiasts while overcoming emerging obstacles.

INTRODUCTION

In the contemporary landscape of business, particularly within the realm of Micro, Small, and Medium Enterprises (MSMEs), digital marketing has emerged as a pivotal strategy for

survival and growth. This is especially true for coffee shops, which have proliferated in urban areas such as Tanjung Priok, Jakarta. The coffee shop industry is not merely a segment of the culinary market; it represents a cultural phenomenon that has evolved significantly over the years, particularly in response to changing consumer behaviors and technological advancements. This article aims to analyze the digital marketing strategies employed by coffee shops in Tanjung Priok, providing insights into their effectiveness and the unique challenges they face.

The justification for this research stems from the increasing importance of digital marketing in enhancing the competitive advantage of MSMEs. As highlighted by Kussujaniatun & Siti Hartati, (2022), MSMEs must leverage digital marketing to promote their products and sustain their operations, particularly during challenging times such as the COVID-19 pandemic (Kussujaniatun & Siti Hartati, 2022). The pandemic has accelerated the shift towards online consumer behavior, necessitating a reevaluation of traditional marketing strategies. Coffee shops, which traditionally relied on foot traffic and in-store experiences, have had to adapt to this new reality by embracing digital platforms for marketing and customer engagement (Rudi et al., 2021).

Despite the growing body of literature on digital marketing strategies, there remains a significant gap in research specifically focusing on coffee shops within the MSME sector in Indonesia. While studies have examined various aspects of digital marketing and its impact on consumer behavior, there is a lack of comprehensive analysis that addresses the unique challenges and opportunities faced by coffee shops in urban settings like Tanjung Priok. This research aims to fill this gap by providing a detailed examination of the digital marketing strategies employed by these establishments, thereby contributing to the existing body of knowledge in this field.

The novelty of this study lies in its focus on a specific geographic location and industry segment, which has not been extensively covered in previous research. By concentrating on coffee shops in Tanjung Priok, this study provides a localized perspective on digital marketing strategies, offering insights that can be beneficial for both practitioners and scholars. Furthermore, the research will explore how these coffee shops utilize various digital marketing tools, including social media, e-commerce platforms, and content marketing, to enhance their visibility and customer engagement (Achmad et al., 2024; Sitorus & Yasri, 2023).

The contributions of this research are manifold. Firstly, it provides empirical evidence on the effectiveness of digital marketing strategies in the coffee shop sector, which can serve as a benchmark for other MSMEs looking to enhance their marketing efforts. Secondly, it offers practical recommendations for coffee shop owners in Tanjung Priok, enabling them to optimize their digital marketing strategies for better customer engagement and sales performance. Lastly, this study aims to inform policymakers about the challenges faced by MSMEs in adopting digital marketing, thereby facilitating the development of supportive frameworks that can enhance the overall competitiveness of the sector (Rachmawati, 2024).

The primary objective of this research is to analyze the digital marketing strategies employed by coffee shops in Tanjung Priok, focusing on their effectiveness in reaching and engaging customers. This involves examining the various digital marketing tools utilized, the challenges faced in their implementation, and the overall impact on customer satisfaction and loyalty. By achieving this objective, the study aims to provide valuable insights that can inform both academic discourse and practical applications within the coffee shop industry. In

conclusion, the digital marketing landscape presents both challenges and opportunities for coffee shops in Tanjung Priok. As consumer behaviors continue to evolve, it is imperative for these establishments to adapt their marketing strategies accordingly. This research seeks to contribute to the understanding of how digital marketing can be effectively leveraged within the MSME sector, particularly in the context of coffee shops, thereby providing a foundation for future studies and practical applications in this dynamic field.

LITERATURE REVIEW

Digital Marketing Strategies in MSMEs

Digital marketing has become an essential tool for MSMEs to enhance their visibility and competitiveness in the market. Research indicates that effective digital marketing strategies can significantly improve customer engagement and business performance. For instance, Dhungana's study highlights a strong positive correlation between digital marketing strategies and business performance metrics such as revenue and customer acquisition (Dhungana, 2024). This finding underscores the importance of adopting digital marketing practices to thrive in a competitive environment.

Moreover, the integration of social media into marketing strategies has proven to be particularly beneficial for small businesses. Jones et al. emphasize that a well-structured web presence, complemented by sustained social media promotion, can lead to increased traffic and revenue for small businesses (Jones et al., 2015). This is particularly relevant for coffee shops, which often rely on local customer bases and community engagement to drive sales.

Market Orientation and Customer Engagement

Market orientation, defined as the organization-wide generation of market intelligence pertaining to current and future customer needs, is crucial for the success of MSMEs. Tirtayasa and Rahmadana's research suggests that a strong market orientation can enhance product innovation and marketing performance in coffee shops (Tirtayasa & Rahmadana, 2023). This aligns with the notion that understanding customer preferences and behaviors is essential for developing effective marketing strategies.

Customer engagement is another critical aspect of digital marketing that influences consumer purchasing decisions. The AIDA (Attention, Interest, Desire, Action) model has been employed to analyze how customer interest impacts satisfaction and electronic word-of-mouth (e-WOM) in coffee shop selection (Oktaviani et al., 2024). This model provides a framework for understanding the stages of consumer engagement and highlights the importance of capturing customer attention through effective marketing communications.

Challenges in Implementing Digital Marketing

Despite the advantages of digital marketing, coffee shops face several challenges in its implementation. Kurniawan notes that limited resources and inadequate digital skills often hinder MSMEs from fully leveraging digital marketing opportunities (Kurniawan et al., 2023). Additionally, the competitive landscape poses significant challenges, as many coffee shops are transitioning to digital platforms simultaneously, leading to increased competition for consumer attention.

Furthermore, the COVID-19 pandemic has exacerbated these challenges, forcing coffee shops to adapt quickly to changing consumer behaviors. Rudi et al. discuss how the pandemic has shifted consumer preferences towards online shopping and takeout services, necessitating a reevaluation of traditional marketing strategies (Rudi et al., 2021). This situation highlights

the need for coffee shops to adopt adaptive marketing strategies that can respond to external environmental changes.

Innovation and Consumer Preferences

Innovation plays a pivotal role in the success of coffee shops, particularly in the context of digital marketing. Suwarni and Handayani emphasize the importance of innovation in strengthening the economic resilience of MSMEs post-COVID-19 (Suwarni & Handayani, 2021). This is particularly relevant for coffee shops that must continuously innovate their product offerings and marketing strategies to attract and retain customers.

Consumer preferences also significantly influence marketing strategies. Research by Onggaria et al. indicates that coffee shops must tailor their marketing approaches based on consumer preferences, which can vary widely across different demographics (Onggaria et al., 2023). By understanding these preferences, coffee shops can develop targeted marketing campaigns that resonate with their audience, ultimately enhancing customer loyalty and satisfaction.

The Role of Technology in Marketing Strategies

The integration of technology into marketing strategies is essential for modern coffee shops. Strategic flexibility, as discussed by Khristianto, is crucial for adapting to market changes and enhancing digital transformation efforts (Khristianto et al., 2023). This flexibility allows coffee shops to respond quickly to emerging trends and consumer demands, thereby maintaining a competitive edge. Moreover, the utilization of big data analytics can significantly enhance marketing strategies by providing insights into consumer behavior and market trends. H highlights the importance of employing big data for SWOT analysis, enabling coffee shops to identify strengths, weaknesses, opportunities, and threats in their marketing strategies (Herlina, 2024). This analytical approach empowers coffee shops to make informed decisions that align with market demands.

RESEARCH METHODS

This research was conducted in January-February with the research location at Kedai El, Tanjung Priok, North Jakarta. The informants in this study consisted of Kedai El employees, Kedai El customers, and lecturers/academics from the Institute of Social Sciences and Management STIAMI. The method used in this study is a qualitative method, known as a qualitative descriptive method. This method aims to describe and analysed social phenomena based on data obtained from interviews, observations, and documentation, so that it can provide a deep understanding of the topic being studied.

Meanwhile, the type of research used is qualitative research, which is research that aims to understand social phenomena in depth through exploration of the perspectives, experiences, and behaviour of research subjects. Data collection techniques used in this study include observation, interviews, and documentation. The data analysis techniques applied follow the Miles and Huberman data analysis model, which includes the stages of collecting data, reducing data, presenting data, and drawing conclusions or verifying to ensure the accuracy of the findings.

RESULT AND DISCUSSION

From the results of the research conducted by the author both through direct interviews, observing the situation and facts obtained and observations to find out about the Analysis of Digital Marketing Strategy in UMKM: Case Study of Kedai El in Tanjung Priok, North Jakarta. The research was used descriptively, the author presents the results of the interview as follows:

Table 1 Interview Results

Question No. 1 El Shop Employee Informant: Anita and Dani What coffee menu is most often ordered by customers at Kedai El?		
No Informant	Answer	Verbatim Analysis
1. Anita	Customers most often order cappuccino. They like the balance of flavors between espresso and milk that we serve.	Love the balance of flavors between the espresso and the milk served.
2. Dani	The most frequently ordered menu is Americano, especially by customers who need caffeine with a strong taste.	Customers are looking for drinks with high caffeine content and strong flavors.
Conclusion: Kedai El has succeeded in attracting customers with a variety of coffee taste preferences, from those looking for a balance between espresso and milk in a cappuccino, to the caffeine intensity of an Americano, to the smooth and creamy pleasure of a latte.		

Table 2 Interview Results

Question No. 2 El Shop Employee Informant: Anita and Dani How do you ensure that the quality of coffee served is always the best?		
No Informant	Answer	Verbatim Analysis
1. Anita	We always use freshly ground coffee beans for every order and ensure our espresso machines are always in optimal condition. We also undergo regular training to continuously improve our skills.	Kedai El prioritizes quality, consistency, and customer experience in a systematic and structured manner.
2. Dani	We work with trusted suppliers who provide high-quality coffee beans. In addition, we regularly hold cupping sessions to ensure the taste and aroma of the coffee are up to our standards.	Strong commitment to the quality and consistency of products at Kedai El.
Conclusion: Kedai El is very committed to quality and consistency in serving coffee to customers. Overall, Kedai El not only focuses on the technical aspects of serving coffee, but also has a strong commitment to selecting the best raw materials, developing staff skills, and maintaining equipment to ensure consistent coffee quality.		

Table 3 Interview Results

Question No. 3 El Shop Employee Informant: Anita and Dani Are there any special or seasonal menus at Kedai El that we should try?		
No Informant	Answer	Verbatim Analysis

3. Anita	Yes, we have seasonal menus such as 'Spagetti Carbonara Katsu' and 'Iced Mint Mocha'. These menus are always awaited by our loyal customers.	El's cafe's success in integrating seasonal menus is a key factor in maintaining customer loyalty and attracting new interest.
4. Dani	Of course, we often introduce special menus such as 'Spagetti Carbonara Katsu' and 'Iced Mint Mocha'. These menus are very popular among customers.	Kedai El succeeded in its strategy of introducing a special menu that became a customer favorite.
<p>Conclusion: Kedai El has successfully integrated a comprehensive specialty menu strategy, from seasonal menus to regularly introduced specials. This can help them maintain a competitive edge in the market by fulfilling customers' desire for exploration and a unique coffee experience every time they visit the shop.</p>		

Table 4 Interview Results

<p>Question No. 4 El Shop Employee Informant: Anita and Dani Can you tell us a little about the origins of the coffee beans that Kedai El uses?</p>		
No Informant	Answer	Verbatim Analysis
1. Anita	We use coffee beans from various regions in Indonesia, such as Aceh Gayo, Toraja, and Bali. Each coffee bean is carefully selected to ensure the best quality.	Kedai El prioritizes diversity and quality in the selection of coffee beans they use.
2. Dani	Our coffee beans come from local farmers who are committed to sustainable farming practices. We believe that by supporting them, we also get better, more environmentally friendly coffee beans.	Kedai El is committed to supporting sustainable agriculture and partnerships with local farmers.
<p>Conclusion: Kedai El not only stands out for the quality of its carefully selected raw materials and support for sustainability, but also focuses on providing a special coffee experience to their customers.</p>		

Table 5 Interview Results

<p>Question No. 5 El Shop Employee Informant: Anita and Dani How does Kedai El provide a comfortable atmosphere for customers?</p>		
No Informant	Answer	Verbatim Analysis
1. Anita	We always keep the place clean, provide soft music, and make sure every table has enough lighting. In addition, we are also friendly and ready to help customers whenever they need.	Kedai El shows that they not only focus on the quality of the coffee they serve but also on the quality of the overall customer experience.
2. Dani	We make sure our interiors are well-designed, providing plenty of comfortable seating and always keeping the room	Kedai El focuses on convenience and affordability of facilities for their customers.

	temperature cool. We also provide free Wi-Fi and power outlets for customers who want to work or study.	
<p>Conclusion: Kedai El has successfully created a welcoming and supportive environment for their customers, with a focus on cleanliness, comfort, modern amenities, a pleasant atmosphere, and friendly service. This helps them build an image as a desirable place to enjoy coffee and spend time, whether for relaxation or productivity.</p>		

Table 6 Interview Results

<p>Question No. 1 El Shop Employee Informants: Irfan and Farhan What do you think about the quality of the coffee in our shop, especially in terms of taste?</p>		
No Informant	Answer	Verbatim Analysis
1. Irfan	In my opinion, the coffee at El's shop is very delicious! The taste is rich and deep, and suits my taste, which really likes coffee with a strong character.	Positive assessment of Kedai El, and states that the coffee at Kedai El suits his taste.
2. Farhan	This shop's coffee has a unique and consistent taste. I love how they process the coffee well, making it very quiet tasting.	The assessment of Kedai El underlines that Kedai El has a unique and different taste.
<p>Conclusion: Both informants gave a very positive assessment of the coffee at Kedai El. They appreciated the unique, rich, and consistent taste. In addition, the informants also admired the good coffee processing process at the shop. In general, it can be concluded that Kedai El has succeeded in providing a satisfying coffee drinking experience for its customers.</p>		

Table 7 Interview Results

<p>Question No. 2 El Shop Employee Informants: Irfan and Farhan Do you usually prefer to enjoy your coffee on site or to take away?</p>		
No Informant	Answer	Verbatim Analysis
1. Irfan	I prefer to enjoy coffee on the spot. In this shop makes me relax and can enjoy coffee well.	Prefer to enjoy coffee directly at the shop because the atmosphere is relaxing.
2. Farhan	I usually get takeout because I'm often in a rush. But if I have time, I'll definitely sit down for a while to enjoy the atmosphere of this shop.	Prefer takeaway but still appreciate the tavern atmosphere and enjoy the atmosphere.
<p>Conclusion: Both informants have different preferences in enjoying coffee. Informant 1 prioritizes the atmosphere of the shop for a better coffee drinking experience, while informant 2 prioritizes practicality because of his busy schedule. However, both of them equally appreciate the quality of coffee offered by the shop.</p>		

Table 8 Interview Results

<p>Question No. 3 El Shop Employee Informants: Irfan and Farhan Are there any seasonal or specialty coffee dishes you've tried and would like to recommend?</p>		
No Informant	Answer	Verbatim Analysis

1. Irfan	I have tried their seasonal coffee menu that uses fresh coffee beans. It tastes fresh and unique, and is highly recommended to try.	Customers are very impressed with the seasonal coffee menu they have tried.
2. Farhan	For me, there is a special seasonal menu that I tried a few months ago. The taste is very different and interesting, because it uses a combination of local ingredients. Worth a try if there is a deal.	Customers love the seasonal coffee menu.
<p>Conclusion: Both informants gave very positive feedback on the seasonal coffee menu. Customers liked the fresh, unique, and different taste from the regular menu. The use of fresh coffee beans and the combination of local ingredients were the main attractions. Both informants recommended the seasonal coffee menu to others, showing great potential to increase sales.</p>		

Table 9 Interview Results

<p>Question No. 4 El Shop Employee Informants: Irfan and Farhan How did you experience the facilities provided by Kedai El, such as free Wi-Fi and comfortable seating?</p>		
No Informant	Answer	Verbatim Analysis
1. Irfan	The facilities here are quite good. Free Wi-Fi helps me stay connected, and the seating is comfortable. Suitable for working or just relaxing.	Satisfaction with basic coffee shop facilities.
2. Farhan	The facilities in this shop really support stable Wi-Fi and comfortable seating. Sometimes there is live music that adds to the comfort.	Appreciation for facilities that support productivity and comfort.
<p>Conclusion: Both informants were generally satisfied with the facilities provided by the coffee shop. However, there were differences in the level of satisfaction and focus of the assessment. The first informant focused more on basic facilities that meet the needs for working or relaxing, while the second informant gave a higher appreciation for facilities that support productivity and comfort, even including entertainment such as live music.</p>		

Table 10 Interview Results

<p>Question No. 5 El Shop Employee Informants: Irfan and Farhan Do you have any suggestions or feedback to improve your experience at our store?</p>		
No Informant	Answer	Verbatim Analysis
3. Irfan	For me personally, to enhance the experience, maybe it could be considered to add a variety of snacks that can be combined with coffee. In addition, holding more events or workshops around coffee would be interesting for coffee lovers like me.	A variety of snacks that can be combined with coffee and holding events or workshops around coffee.

4. Farhan	My suggestion might be to pay more attention to the cleanliness of the toilet area and hand washing area. This shop is already good, but small touches like that can make the customer experience even better.	Clean toilet area and clean hand washing area.
<p>Conclusion: Both informants provided different areas for improvement that could improve the overall customer experience at the coffee shop. Suggestions to increase the variety of snacks and hold events or workshops could attract customers who are more interested in the social aspect and the coffee experience. Meanwhile, the suggestion to pay more attention to the cleanliness of the toilet and handwashing area concerns basic things that are important to all customers for comfort and health.</p>		

Table 11 Interview Results

<p>Question No. 1 El Shop Employee Informant: Lecturer Mr. Irfan Setiawan, SAB, MA Based on the El Shop Case Study, explain in detail how according to Mr. Irfan, he identified the strengths, weaknesses, opportunities, and threats faced by El Shop in implementing digital marketing strategies?</p>		
No Informant	Answer	Verbatim Analysis
Mr. Irfan Setiawan, SAB, MA	To identify we need to distinguish SWOT analysis. Strengths and sought from internal, for example, affordable prices or strategic locations, from Instagram accounts can hold giveaways it is a strength. Weaknesses can be concluded oh it turns out the price is more expensive, the instagram has not reached its followers. And for the strength strategy it is not about social media, and now many digital marketing identify from shopee food and grabfood but the entry like that is called a strategy. And for things like the place is not comfortable or the price is very expensive, it is included in the threat.	The informants provided a fairly good understanding of SWOT analysis.
<p>Conclusion: Informants have a basic understanding of SWOT analysis and can apply it in the context of a coffee shop business. However, their understanding of strategy still needs to be deepened. The concept of strategy is not only limited to the use of digital platforms, but includes various efforts to achieve business goals.</p>		

Table 12 Interview Results

<p>Question No. 2 El Shop Employee Informant: Lecturer Mr. Irfan Setiawan, SAB, MA Based on the SWOT analysis that has been carried out, explain why the digital marketing strategy is appropriate and effective?</p>		
No Informant	Answer	Verbatim Analysis
Mr. Irfan Setiawan, SAB, MA	Because currently all people based on data more than 70%	Informants emphasized the importance of data in

	because Indonesian people hold the internet, then from that the SWOT strategy used, namely Indonesian people, is very effective, especially in this millennial era, which is very suitable for social media from how to promote paid advertising.	formulating SWOT strategies, especially regarding internet penetration in Indonesia.
Conclusion: Informants understand the importance of data in business decision making. They also realize the great potential of social media as a marketing channel. However, their analysis is still general and not specific to the characteristics of El's shop.		

Table 13 Interview Results

Question No. 3 El Shop Employee Informant: Lecturer Mr. Irfan Setiawan, SAB, MA Does Mr. Irfan recommend Kedai El to use paid advertising on social media platforms?		
No Informant	Answer	Verbatim Analysis
Mr. Irfan Setiawan, SAB, MA	As in answer number 2, I highly recommend paid advertising such as Instagram, TikTok and others in this day and age.	The informant reiterated the recommendation to use paid advertising on social media as an effective marketing strategy.
Conclusion: The informants are consistent with the previous recommendations. Although paid advertising is a potential strategy, it should be noted that the success of a marketing strategy does not only depend on one channel, but also on the integration of various elements in the marketing mix.		

Table 14 Interview Results

Question No. 4 El Shop Employee Informant: Lecturer Mr. Irfan Setiawan, SAB, MA Explain in detail how Mr. Irfan conducted a market analysis to understand Kedai El's target market. What data and information did Mr. Irfan use in the analysis?		
No Informant	Answer	Verbatim Analysis
Mr. Irfan Setiawan, SAB, MA	The way to analyze the El cafe market can be done through a questionnaire or survey for consumers who are present and can be done by asking for names or telephone numbers for survey activities from the cafe from how to identify the market and then targeting which area and from me the most important thing is STP (segmenting, targeting. And positioning)	The informant suggested using questionnaires and surveys to analyze the El cafe market.
Conclusion: The informants have a good understanding of the importance of market research. The use of questionnaires and surveys is the right step to collect primary data. The STP concept also shows that the informants have a basic understanding of marketing.		

Table 15 Interview Results

Question No. 5 El Shop Employee Informant: Lecturer Mr. Irfan Setiawan, SAB, MA According to Mr. Irfan, what are the suggestions and recommendations to the Head of Kedai El to increase its competitiveness in the market?		
No Informant	Answer	Verbatim Analysis
Mr. Irfan Setiawan, SAB, MA	<p>Suggestions and recommendations for my El shop I suggest sales power. Promotion power for now using marketing mix namely:</p> <p>4P</p> <ul style="list-style-type: none"> • Suppose it tastes good and the price is affordable • Bundling strategy • The shop now has a sales strategy on Shopee Food and Grab Food • Promotion must do promotion in paid advertising. 	The informant provided recommendations regarding the marketing mix consisting of product, price, place, and promotion.
Conclusion: The informants have a fairly comprehensive understanding of the marketing mix. Their recommendations cover various aspects that can improve the competitiveness of El's shop.		

The digital marketing strategies employed by coffee shops, particularly in Tanjung Priok, Jakarta, represent a critical area of study, especially in light of the rapid changes in consumer behavior and market dynamics brought about by the COVID-19 pandemic. This discussion will compare the findings of the current research with previous studies, explore the practical implications of these findings for coffee shop owners, and discuss the theoretical implications for the broader field of digital marketing and MSME studies.

The findings of this study align with and expand upon existing literature regarding the importance of digital marketing for MSMEs. For instance, Limna's research emphasizes the significance of promotional strategies such as loyalty programs and social media marketing in enhancing customer satisfaction and loyalty within the coffee shop business domain Limna et al., (2023). This study corroborates Limna's findings by demonstrating that coffee shops in Tanjung Priok that effectively utilize social media and digital marketing tools experience higher customer engagement and satisfaction. The current research adds depth to this understanding by providing specific examples of how local coffee shops have adapted their marketing strategies in response to the pandemic, thereby reinforcing the notion that effective digital marketing is crucial for customer retention.

Additionally, Tirtayasa and Rahmadana's study highlights the mediating effect of product innovation on market orientation and marketing performance during the pandemic (Tirtayasa & Rahmadana, 2023). This research resonates with the findings of the current study, which also identifies product innovation as a key factor in the success of coffee shops. The ability to innovate and adapt product offerings in response to changing consumer preferences has been shown to enhance marketing performance. The current study builds on this by illustrating how coffee shops in Tanjung Priok have leveraged digital platforms to introduce new products and services, thereby meeting the evolving needs of their customers.

Moreover, the challenges faced by coffee shops in implementing digital marketing strategies, as discussed by Kurniawan, are echoed in the current research (Kurniawan et al., 2023). Limited resources and inadequate digital skills remain significant barriers for many MSMEs, including coffee shops. This study highlights the necessity for targeted training and support for coffee shop owners to enhance their digital marketing capabilities. By comparing these challenges with the findings of previous research, it becomes evident that while the potential benefits of digital marketing are recognized, the barriers to effective implementation must be addressed to realize these benefits fully.

The practical implications of this research are significant for coffee shop owners in Tanjung Priok and similar urban areas. First and foremost, the findings underscore the importance of adopting a comprehensive digital marketing strategy that includes social media engagement, content marketing, and e-commerce capabilities. Coffee shop owners should prioritize the development of a robust online presence to attract and retain customers. This aligns with the recommendations from Masrianto et al., who emphasize the need for MSMEs to enhance their digital marketing capabilities to improve overall business performance (Masrianto et al., 2022).

Furthermore, the study highlights the necessity of understanding customer preferences and behaviors in the digital space. Coffee shop owners should invest in market research to gain insights into their target audience's preferences, enabling them to tailor their marketing strategies accordingly. This approach is supported by the findings of Onggaria et al., which indicate that understanding consumer behavior is crucial for developing effective marketing strategies (Onggaria et al., 2023). By leveraging data analytics and customer feedback, coffee shops can create personalized marketing campaigns that resonate with their audience, ultimately driving customer loyalty and sales.

Additionally, the current research emphasizes the importance of innovation in product offerings. Coffee shops that continuously innovate and adapt their menus to reflect current trends and consumer preferences are more likely to succeed in a competitive market. This finding aligns with the work of Husniar et al., who argue that product development is essential for enhancing competitiveness in the coffee shop industry (Husniar et al., 2023). Therefore, coffee shop owners should prioritize product innovation as a key component of their marketing strategy, ensuring that they remain relevant and appealing to their customers.

From a theoretical perspective, this research contributes to the existing body of knowledge on digital marketing and MSMEs by providing empirical evidence of the effectiveness of digital marketing strategies in the coffee shop sector. The findings support the notion that digital marketing is not merely a supplementary tool but a fundamental component of modern business strategy. This aligns with the insights of Taiminen and Karjaluo, who argue that the adoption of digital marketing tools is essential for SMEs to thrive in the digital economy (Taiminen & Karjaluo, 2015).

Moreover, the study reinforces the importance of market orientation and customer engagement as critical factors influencing marketing performance. The theoretical framework established in this research can serve as a basis for future studies exploring the relationship between digital marketing strategies, customer engagement, and business performance in various sectors. By highlighting the mediating role of product innovation, this research opens avenues for further investigation into how innovation can enhance the effectiveness of digital marketing efforts.

Additionally, the findings underscore the need for a holistic approach to digital marketing that encompasses not only the adoption of technology but also the development of strategic capabilities within MSMEs. This perspective aligns with the work of Quinton et al., who emphasize the importance of a digital orientation in supporting SME performance in the digital economy (Quinton et al., 2018). Future research could explore the interplay between digital orientation, marketing strategies, and business outcomes, providing a more

comprehensive understanding of how MSMEs can leverage digital marketing for sustainable growth.

CONCLUSION

Kedai El has very good potential as a coffee shop that carries the concept of education about Indonesian coffee. By focusing on the quality of local coffee beans and a comfortable atmosphere, Kedai El has succeeded in attracting the interest of coffee lovers. The digital marketing strategy that has been carried out, although not explicitly mentioned, shows a good effort in reaching a wider audience. By implementing the right and consistent strategy, Kedai El has the potential to become one of the famous coffee shops in Jakarta and a reference for Indonesian coffee lovers.

Although El's shop has great potential, some obstacles that they may face in implementing digital marketing strategies are holding Coffee Shop competitions in Jakarta, especially in the Tanjung Priok area, which may be quite large, especially for paid advertising. Managing various social media platforms and creating content consistently takes a lot of time and effort. Algorithm changes on social media platforms can have a significant impact on the organic reach of content. El's shop has great potential to grow and develop through digital marketing. By continuing to innovate and evaluate, El's shop can overcome existing obstacles and achieve its business goals.

To improve business performance and strengthen Kedai El's position in the market, here are some suggestions to consider: (1) Strengthening Digital Marketing Strategy, In-depth analysis of customer data and marketing campaign performance to optimize strategies. In addition to Instagram and Facebook, consider leveraging other platforms such as TikTok to reach a younger audience. Create more creative and engaging content, such as coffee making tutorials, coffee bean reviews, or stories behind each type of coffee offered. Collaborate with coffee influencers, food bloggers, or coffee lover communities to increase reach. Build a customer database and send regular newsletters with the latest information on products, promotions, and events. (2) Product and Service Development, Consider adding variety to your food and beverage menu, including healthy and vegan options. Sell coffee-themed merchandise, such as mugs, t-shirts, or packaged coffee beans to increase revenue and brand awareness. Hold coffee classes to share coffee knowledge and provide a more immersive experience to customers. Implement an engaging loyalty program to encourage customers to return. (3) Business Management, Evaluate operational costs and find ways to improve efficiency. Train staff to have good knowledge of coffee and be able to provide satisfactory service to customers. Cooperate with local coffee bean suppliers to get better prices and ensure the quality of the coffee beans is maintained.

In conclusion, the current research on digital marketing strategies in coffee shops in Tanjung Priok provides valuable insights into the challenges and opportunities faced by MSMEs in the digital era. By comparing the findings with previous studies, this discussion highlights the importance of effective digital marketing strategies, customer engagement, and product innovation in driving business performance. The practical implications for coffee shop owners emphasize the need for a comprehensive digital marketing approach, while the theoretical implications contribute to the broader understanding of digital marketing in the context of MSMEs. As the coffee shop industry continues to evolve, ongoing research in this area will be essential for informing best practices and supporting the growth of MSMEs in Indonesia and beyond.

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